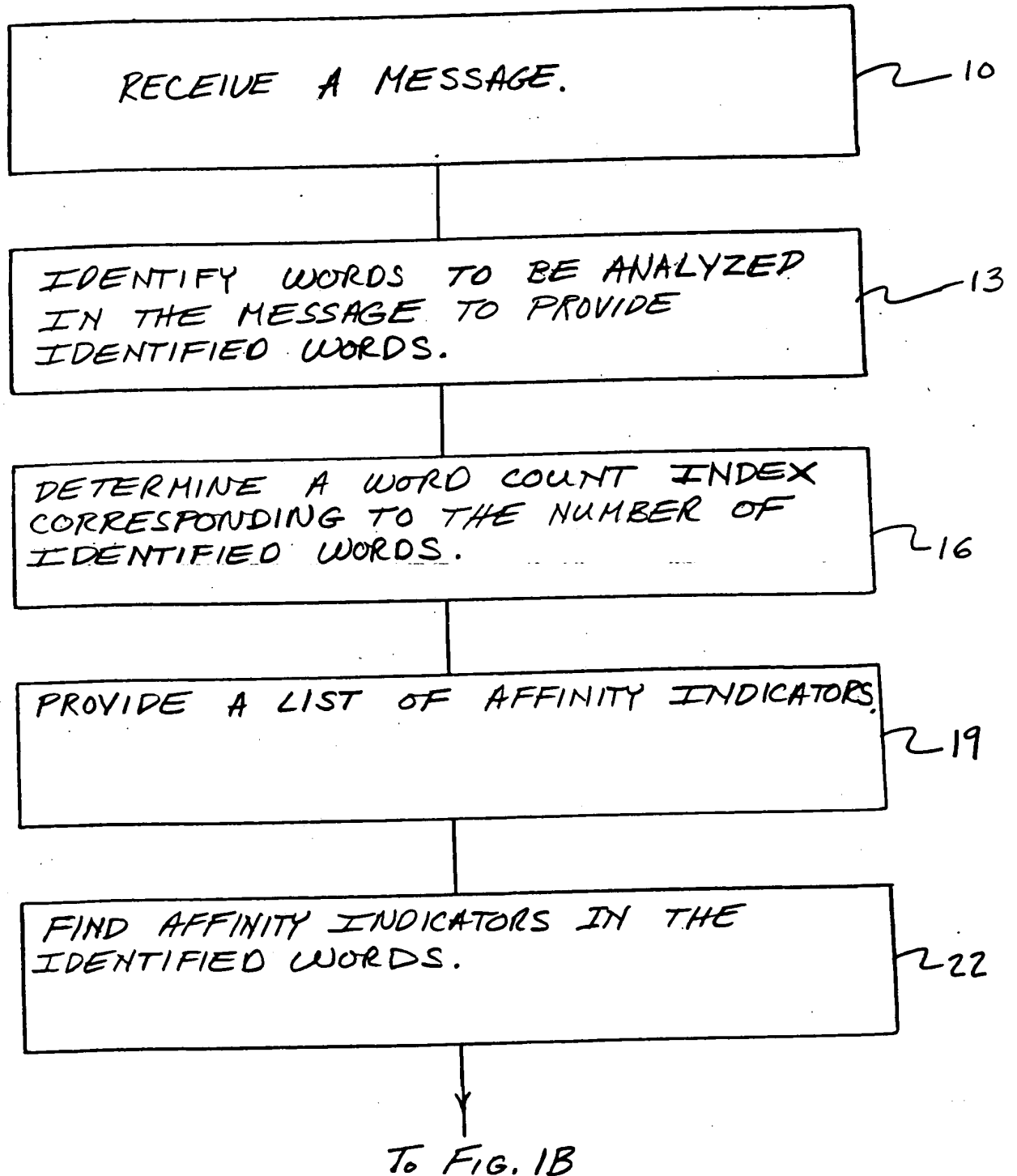


FIG. 1A



FROM FIG 1A

DETERMINE AN AFFINITY INDEX  
CORRESPONDING TO THE AFFINITY  
INDICATORS FOUND IN THE IDENTIFIED  
WORDS.

25

PROVIDE A LIST OF ANTAGONISM  
INDICATORS.

28

FIND ANTAGONISM INDICATORS IN THE  
IDENTIFIED WORDS.

31

DETERMINE AN ANTAGONISM INDEX  
CORRESPONDING TO THE ANTAGONISM  
INDICATORS FOUND IN THE  
IDENTIFIED WORDS.

34

CHANGE AN EMOTIVE INDEX BY THE  
WORD COUNT INDEX, THE AFFINITY  
INDEX AND THE ANTAGONISM INDEX.

37

FIG. 1B

LYCOShop  
Get free e-mail  
What are you N2  
HotBot -  
A FREE web-based e-m  
>  
\*\*\*  
Angelfire for your f  
Subj:  
Movies? TV Comm  
-Forwarded Message:

FIG. 2

SAMPLING CLASS	INDICATOR	CASE SENSITIVE?
Competition	"amazon"	0
Competition	"cheaper"	0
Competition	"competition"	0
Competition	"competitor"	0
Competition	"compusa"	0
Competition	"dvdexpress"	0
Competition	"elsewhere"	0
Competition	"just have to"	0
Competition	"necx"	0
Competition	"netflix"	0
Competition	"pc connection"	0
Competition	"someplace else"	0
Competition	"somewhere else"	0
Competition	"totale"	0
Contented	" amaze"	0
Contented	" amazing"	0
Contented	" appreciate"	0
Contented	" elat"	0
Contented	" excellent"	0
Contented	" fabulous"	0
Contented	"good work"	0
Contented	" great"	0
Contented	" impress"	0
Contented	"look forward"	0
Contented	"looking forward"	0
Contented	" pleased"	0
Contented	" satisf"	0
Contented	" Wow"	0
Contradiction	"yet"	0
Contradiction	"although"	0
Contradiction	" but "	0
Contradiction	"despite"	0
Contradiction	"however"	0
Contradiction	"in spite of"	0
Defamation	"am going to tell"	0
Defamation	"badmouth"	0
Defamation	"everyone know"	0
Defamation	" spread the word"	0
Defamation	"will tell"	0
Delay	"delay"	0
Delay	" ever "	0
Delay	" everytime"	0
Delay	" long time"	0
Delay	"still have"	0
Delay	"taking so long"	0

FIG. 3A

SAMPLING CLASS	INDICATOR	CASE SENSITIVE?
Delay	" too long"	0
Derogatory	" awful"	0
Derogatory	" bad"	0
Derogatory	"bullshit"	0
Derogatory	" disorgani"	0
Derogatory	"dumb"	0
Derogatory	"lazy"	0
Derogatory	"outrageous"	0
Derogatory	"ridiculous"	0
Derogatory	" scam"	0
Derogatory	"screw up"	0
Derogatory	"stupid"	0
Derogatory	"sucks"	0
Derogatory	"terrible"	0
Derogatory	"unacceptab"	0
Derogatory	"worst"	0
Emotional indicator	" angry"	0
Emotional indicator	"annoyed"	0
Emotional indicator	"disappoint"	0
Emotional indicator	"dissatisf"	0
Emotional indicator	"frustrat"	0
Emotional indicator	" pissed"	0
Emotional indicator	"pleased"	0
Emotional indicator	"upset"	0
Fault assessment	"bother"	0
Fault assessment	" mistake"	0
I AM	"I am"	0
I AM	"I'm"	0
Imperative	" Cancel "	1
Imperative	" Credit m"	1
Imperative	" Don't "	1
Imperative	" Refund m"	1
Imperative	" Reinstate "	1
Imperative	" Send "	1
Imperative	" Stop "	1
Imperative	" Tell "	1
Inconvenience	" inconvenien"	0
Inconvenience	" too late"	0
Inconvenience	" trouble "	0
Inconvenience	"very frustrat"	0
Inconvenience	" wasting"	0
Information	"any information"	0
Information	"no information"	0
Institution	" attorney"	0
Institution	" better business"	0
Institution	" consumer fraud"	0

FIG. 3B

# SAMPLING CLASS

## INDICATOR

## CASE SENSITIVE?

Institution	"consumer protection"	0
Institution	"crime"	0
Institution	"criminal"	0
Institution	"file suit"	0
Institution	"law"	0
Institution	"laws"	0
Institution	"lawyer"	0
Institution	"prosecut"	0
Institution	"regulation"	0
Institution	"statute"	0
Institution	"sue"	1
Intensifier	"!!"	0
Intensifier	"deeply"	0
Intensifier	"extremely"	0
Intensifier	"I am very"	0
Intensifier	"I'm very"	0
Intensifier	"NOT"	1
Invective	"ass"	0
Invective	"-ass"	0
Invective	"asshole"	0
Invective	"bullshit"	0
Invective	"chrissake"	0
Invective	"damn"	0
Invective	"dipshit"	0
Invective	"fuck"	0
Invective	"god dam"	0
Invective	"goddam"	0
Invective	"god-dam"	0
Invective	"god's sake"	0
Invective	"godsake"	0
Invective	"shit"	0
Manager	"a manager"	0
Manager	"supervisor"	0
Matching	"beat"	0
Matching	"match"	0
Misinformation	"advised me"	0
Misinformation	"had known"	0
Misinformation	"informed me"	0
Misinformation	"led to believe"	0
Misinformation	"means"	0
Misinformation	"mislead"	0
Misinformation	"misled"	0
Misinformation	"misrepresent"	0
Misinformation	"notif"	0
Misinformation	"promise"	0
Misinformation	"say"	0

Fig. 3C



SAMPLING CLASS	INDICATOR	CASE SENSITIVE?
Repetition	"several time"	0
Repetition	"third time"	0
Repetition	"times"	0
Repetition	" tried"	0
Repetition	"twice"	0
Severance	"another source"	0
Severance	"another vendor"	0
Severance	"business elsewhere"	0
Severance	" close my account"	0
Severance	"do business"	0
Severance	"lose a customer"	0
Severance	"lose business"	0
Severance	" lost a customer"	0
Severance	"somewhere else"	0
Severance	" will no longer"	0
Sorry	" my apolog"	0
Sorry	" my mistake"	0
Sorry	" sorry"	0
Sorry	" to apolog"	0
System error	"doesn't work"	0
System error	"error"	0
System error	"not work"	0
System error	"pass word"	0
System error	"password"	0
System error	"user name"	0
System error	"username"	0
System error	"wont work"	0
System error	"won't work"	0
Thanks	"thank"	0
Thanks	"thanx"	0
Thanks	"thx"	0
Thanks	"tia"	0
Urgency	" asap"	0
Urgency	"HELP"	1
Urgency ,	" immediate"	0
Urgency	" now "	0
Urgency	" right away"	0
Urgency	" soon"	0
Urgency	" today"	0
Urgency	" urgen"	0
Wh-words	"How "	1
Wh-words	"What "	1
Wh-words	"When "	1
Wh-words	"Where "	1
Wh-words	"Who "	1
Wh-words	"Why "	1

FIG. 3E





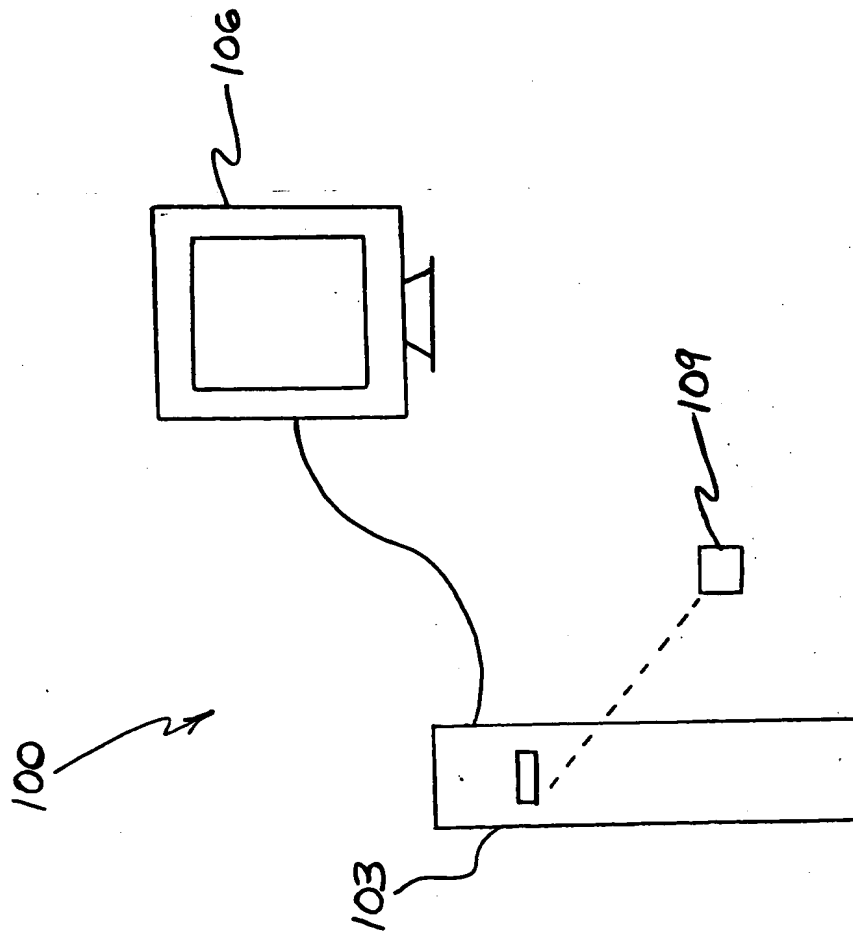


Fig. 4